

TYPE:	Administrative
TITLE:	Alumni Relations
NO.:	ADMIN-272
RESPONSIBILITY:	Vice President, People, Equity and External Relations
APPROVED BY:	Durham College Leadership Team
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1. Introduction

The Office of Advancement and Alumni Relations is responsible for creating and maintaining communication with Alumni and keeping them engaged with the Durham College (DC) community, with the goal of developing strong ambassadors and support for DC.

2. Purpose

This policy and procedure defines how graduates become DC alumni and engage with the Office of Advancement and Alumni Relations.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. Upon graduation, a DC student becomes a lifetime member of the Durham College Alumni Association (DCAA). As a member, graduates gain access to a range of benefits, resources, events, and services offered through the Office of Advancement and Alumni Relations.
- 4.2. The Office of Advancement and Alumni Relations may use personal information for the purposes of keeping DC alumni informed of the department's programs and services, and for fundraising activities.
 - 4.2.1. DC seeks ongoing support from alumni to fund its priorities, which may change over time.
- 4.3. Alumni may request to opt out of communications and have their information removed from the Office of Advancement and Alumni Relation records at any time.

5. Procedure

- 5.1. Fundraising efforts typically involve mass appeals targeted at specific alumni segments through email, social media, or mail. Additionally, a targeted Alumni Leaders program focuses on generating larger gifts from engaged Alumni.
- 5.2. To opt out of communications, donors and alumni can unsubscribe from e-mail communications or reach out to the Office of Advancement and Alumni Relations to be removed from their lists.
- 5.3. The DCAA is an unincorporated association under the direction of its elected leadership known as the DCAA Board of Directors. It is governed by a comprehensive set of bylaws and serves as an Advisory Board to the College.
- 5.4. Alumni information and records are confidential and may not be disclosed or shared with any individual, group, or entity.
- 5.5. The Office of The Registrar is responsible for providing student records to The Office of Advancement and Alumni Relations in a timely fashion upon the criteria of Alumni status being met and providing continued updates to Alumni records as they become available.

6. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

7. Non-compliance implications

Non-compliance implications include financial and/or reputational harm to the college.

8. Related forms, legislation or external resources

- Freedom of Information and Protection of Privacy Act.